

EATIN GREEN



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EATIN GREEN BUSINESS PLAN

Introduction

We are a start up indoor farming business specializing in micro-greens and herbs. Micro-greens are young seedlings of vegetables and herbs that are harvested within the first weeks after germination. Research has shown that micro greens can contain up to 40 times the vital nutrients of their mature plants. This is because when they are harvested so soon after germination they contain all the nutrients the plant normally would need to grow to its mature self. Results of studies done on micro greens are published in the Journal of Agricultural and Food Chemistry. Here at Eatin Green we want to grow micro-greens in a controlled environment guaranteeing the best product each and every time.

Problem

We will always have a need for farmers because people will always need to eat. With more information coming out all the time about the harmful effects some of the artificial ingredients and harmful chemicals have that are in our foods, many individuals are turning to all natural products, and what's more natural then something that grows from the earth? Starting a traditional farm to provide fresh produce can be expensive with the cost of land, and often does require the use of pesticides to keep the critters off the goods. At Eatin Green we want to grow nutrient rich produce, specifically micro-greens to start, in a way that saves water, space, and without the use of pesticides.

Solution

Indoor farming is a solution to many of the problems one faces when attempting to grow greens in a traditional outdoor farm. Indoor farms are a cost effective solution to help reduce the use of water you would normally use in traditional irrigation systems, grow fresh produce without the use of pesticides and herbicides, and have a consistent product that grows year round. Because you are using a controlled environment you are able to better manage the consistency of the products, producing beautiful greens every harvest.

Market Size

Consumers want local produce, because when it is local not only are they supporting local businesses but they are also getting the freshest product, which is really the main concern. Consumers have also come to expect to have whatever fruit or vegetable they want, no matter if it is in season or not, available at their local markets. This is why we are basing our market size on the population of Riverside county. According to a Roper survey done 63% of Americans buy organic foods and beverages at least sometimes and lack of availability at conventional supermarkets and grocery stores was cited as a reason why many people surveyed did not buy more organic products. 63% of the population of Riverside county is 1.3 million people as potential customers. Now we

understand this is not a product every household purchases but our goal is to sell mainly to grocery stores and markets, as well as restaurants because they are already educated on the product. We spoke to stores that do not carry micro-greens and were told that they get customers coming in asking for them, so there is potential in retailers that don't currently carry the products.

Business Model

We initially plan to base our business on growing micro-greens. These are nutrient rich products that are very popular with chefs for added flavor and presentation, and are becoming more popular with the everyday consumer because of nutritional value and added taste. Micro-greens can be harvested in 5-14 days which make them a low cost product to grow, with high profit margins. All you need to grow them is seeds, growing medium, and light. We want to sell our product to local grocery stores, farmers markets, and online food delivery systems like Amazon Fresh. We will be using five tier shelving units with LED lights attached to them. The plants have a controlled amount of light and water each day to maximize the amount able to harvest and insure constancy and quality. We want to secure customers that are recurring buyers like restaurants and grocery stores or local markets.

Competition

Just like most products we do have competition. Micro-greens have been around for some time now but are becoming more popular. The market has not been saturated as these items are more recently just being sold in local stores. Because they are fresh products businesses that sell them will need to purchase them regularly to insure they are in stock and are fresh for their customers. We believe with our specialized focus and regulated growing model we will have a product that stands out from many of the other vendors that are already out there, and add more quality options for our potential customers.

Marketing Plan/Projected Start Date

We plan to market our products to local restaurants and grocery chains by providing them samples of the products. Because the micro-greens are able to be harvested in such short time, it is easy to have samples ready for potential customers without a big cost burden. We will be contacting local restaurants and chefs, as well as submitting applications to become vendors at established markets or grocery stores. Our projected start date is 4/30/17. We do not need a long time to start the business because our product takes two weeks at most to harvest.

Team

Our team is made up of two people, Ashley and Brandon Evans. We both are attending college after being out of school for awhile. Brandon has five years of management experience in food manufacturing and safety, and Ashley worked in the financial industry. We both now are students at Riverside City College. We have a young

daughter and decided to start growing some of our own food a few years ago to learn as a family about growing food. We have had a small indoor garden for a couple of years growing things like small pepper plants, herbs, and greens. We have been growing micro-greens for about a year. We love to cook and are always looking for new ways to add flavor and nutrients to dishes. Ashley is currently majoring in biology and Brandon is majoring in marketing. We now see that our hobby to grow fresh produce for our home can become a profitable business and our real world job experience will help us on the path to have a successful business.

Traction/Projections

We have a developed product making us able to start business right away. The average price per pound to sell micro-greens is \$25 when selling bulk, or \$2 an ounce. In just a space of 100 square feet we could produce 50 pounds of product per week generating \$1250 to over \$1600 each week. Our costs for seeds, growing medium, and electricity will not exceed \$200 each month. We anticipate reaching 50 pounds per week in sales in the first 3 months in business. Our goal is to continue expanding our micro-green business over the next year until we have enough revenue to start growing leafy greens indoors as well.

Needs

In order to have the ability to grow 50 pounds per week we need a total of 5 shelving units, growing light strips, seeds, planting trays, and growing medium. The total start up costs is estimated to be \$750 and should not exceed \$1000.